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JANUARY-MARCH 1966

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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- Fruit
- Juices
- Drinks

AND OTHER PRODUCTS

CPFJ-164

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

June 1966

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JANUARY-MARCH 1966

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Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

The total quantity of reported fruit juices and drinks purchased for household use in January-March 1966 was the largest for this quarter in 2 years. It exceeded the year-earlier volume by 8 percent--4.9 million cases, single-strength equivalent. Increased purchases of frozen concentrated, chilled, and canned orange juices accounted for more than three-fourths of the volume gain.

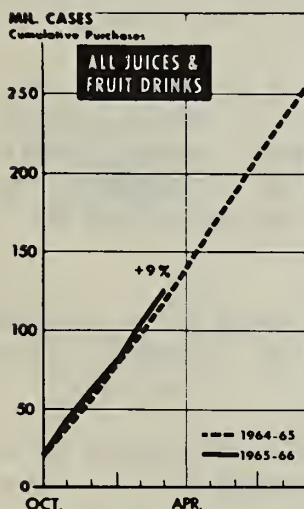
Prices paid during the quarter for most of the reported juices and drinks were lower than in the same quarter in 1965.

Purchases of frozen concentrated orange juice in January-March were up 19 percent from a year earlier to average 6 million gallons per month, the heaviest rate since the December 1962 freeze. Prices were down 21 percent.

Consumer purchases of chilled orange juice were up 33 percent, and canned orange juice purchases increased 34 percent. Movement of canned grapefruit juice declined slightly, while use of prune juice and other noncitrus juices remained about the same as a year earlier.

The sharp declines in purchases of frozen concentrated fruit drinks were offset by increased movement of canned single-strength fruit drinks. Prices paid for these products were off moderately from a year earlier.

October-March cumulative purchases of fruit juices and drinks exceeded the year-earlier volume by 9 percent--10.1 million cases--as a result of larger purchases of the 3 orange juices and canned single-strength grapefruit juice. (See figure in margin.)



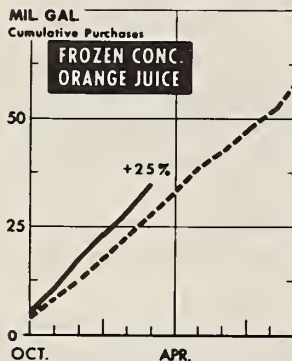
January-March purchases of canned grapefruit sections increased 18 percent from a year earlier. Purchases of chilled salads and sections declined slightly. Retail movement of fresh oranges was up 10 percent, but fresh grapefruit purchases were off 10 percent. With the exception of fresh grapefruit, prices for these processed and fresh citrus fruits were off moderately from January-March 1965.

Total consumer spending for reported juices, drinks, and fruits was off 2 percent, or \$7.4 million, despite purchase increases for most of the products.

FROZEN CONCENTRATED JUICES

Family Purchases of FCOJ Rise to New High

Consumer purchases of frozen concentrated orange juice in January-March 1966 were up 19 percent--2.8 million gallons--from the corresponding period a year earlier. This was the largest volume recorded since the December 1962 freeze. (See tables 1, 16-19 and figs. 7-9.)



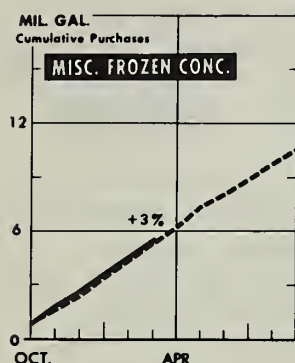
Most of the gain in volume was due to a 14 percent increase in average size of purchase per household, which rose to a near-record 8.4 cans per month. Only a small part of the gain was accounted for by an increase in the number of families buying, which held rather close to year-earlier levels.

The rise in consumer demand also was shown by an increase in the frozen concentrates' share of the household juice and drink market from 28.7 percent to 31.6 percent.

Prices paid during the quarter were off 21 percent from a year earlier. The January-March average of 17.2 cents per 6-ounce can was almost as low as prefreeze prices. And despite the heavy increase in purchases, total consumer outlay for the quarter dropped 6 percent, or \$4.4 million. Expenditures per buying family also were down.

Cumulative purchases for October-March were up 25 percent --6.9 million gallons from corresponding months of 1964/65. (See figure in margin.) Cumulative consumer outlay declined 7 percent, or \$9.9 million.

Purchases of Miscellaneous Frozen Concentrates Hold Steady

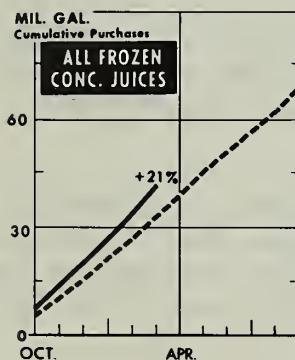


January-March purchases of miscellaneous frozen concentrated juices, such as grape, pineapple, and blends, were almost unchanged from a year earlier. A 5-percent rise in size of purchase was practically offset by a decline in the proportion of families buying. (See tables 8, 16-19 and fig. 8.)

Prices paid during the quarter were off 10 percent to 18.7 cents per 6-ounce can. January-March expenditures per buying family declined moderately, despite the increase in purchase size. Total consumer outlay dropped 9 percent, or \$1.2 million.

Cumulative purchases for October-March were up slightly from the corresponding period of 1964/65. However, cumulative consumer outlay declined 6 percent--\$1.5 million--because of lower prices.

Frozen Concentrated Juices Dominate the Fruit Beverage Market



Purchases of all frozen concentrated juices in January-March increased 16 percent--2.8 million gallons--compared with the same quarter in 1965. The volume gain was due to the strong retail movement of frozen orange concentrate. As a result, total frozen concentrated juices remained the dominant product group, accounting for 36.8 percent of the total household juice and fruit drink market. (See tables 9, 18 and 19, and figs. 7 and 9.)

The average price paid during the quarter was down 19 percent from a year earlier to 17.4 cents per 6-ounce can, or 4.4 cents per 6-ounce serving. Total consumer outlay dropped 7 percent, or \$5.6 million.

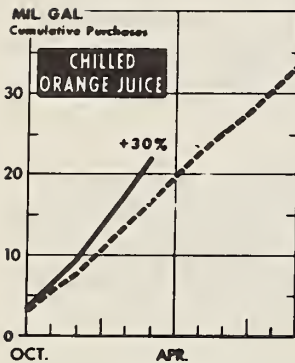
October-March cumulative purchases rose 21 percent--7.1 million gallons--from the same period a year earlier. However, cumulative consumer outlay was off moderately, since price declines more than offset purchase increases.

SINGLE-STRENGTH JUICES

Constant Upsurge In Chilled Orange Juice Movement

Chilled orange juice purchases in January-March 1966 rose 33 percent--2.9 million gallons--above the volume of the same quarter in 1965. This represented a gain over the previous peak--October-December 1965--of 2.1 million gallons. (See tables 2, 16-19 and figs. 7-9.)

Further, the chilled orange juice share of market increased from 4.3 percent a year earlier to 5.2 percent in January-March.



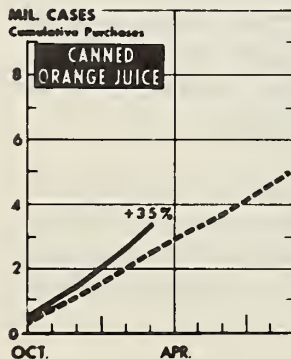
The gain was derived from sharp increases in both the proportion of families buying, and size of purchase. The proportion of buyers rose from 6.6 percent to 8 percent of the Nation's families, and the average size of purchase was up 10 percent to 3.4 quarts per month.

Prices paid during the quarter were off 13 percent, to 39.1 cents per quart. The cost of a 6-ounce serving was down to 7.3 cents; even so, this remained the most expensive of all reported juices. Although prices were at a 3-year low, consumer spending for the quarter was up 16 percent--\$2.5 million--from a year earlier, to a new high for this 10-year series.

Cumulative purchases for October-March 1965/66 were up 30 percent, or 4.9 million gallons. (See figure in margin.) Cumulative consumer outlay increased 12 percent, or \$3.7 million.

Canned Orange Juice Purchases Increase Sharply

The quantity of canned single-strength orange juice purchased in January-March exceeded the year-earlier volume by 34 percent, or 487,000 cases. This was the largest purchase volume recorded for more than 2 years. (See tables 3, 16-19 and figs. 7-9.)

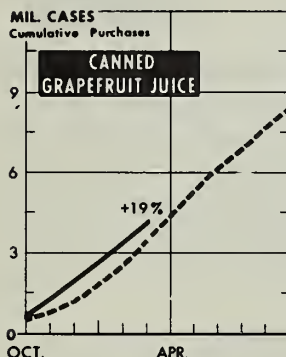


The gain resulted primarily from a sizable increase in the proportion of families buying. Both the 5.1 percent of the Nation's families that bought and the average size of purchase--2 cans per month--were the largest for more than 2 years.

Prices paid in January-March declined 17 percent from the preceding year to 39.7 cents per 46-ounce can. However, total consumer outlay was up 11 percent--\$723,000--since purchase increases more than offset price declines.

Strong retail movement throughout October-March 1965/66 resulted in cumulative purchases rising 35 percent--857,000 cases--above the same period of 1964/65. (See figure in margin.) Cumulative consumer outlay increased moderately.

Canned Grapefruit Purchases Slacken

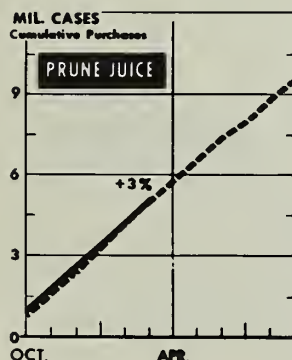


Retail sales of canned single-strength grapefruit juice in January-March dropped 3 percent--78,000 cases--from the corresponding quarter in 1964/65. Fewer families bought, and the average size of purchase per household declined slightly. It's share of the consumer juice and drink market slipped from 3.6 percent to 3.3 percent. (See tables 4, 16-19 and figs. 7-9.)

Prices paid during the quarter were 13 percent higher than in January-March 1965. The average was 39.9 cents per 46-ounce can. Since purchase declines were offset by price increases, consumer outlay in January-March rose by 9 percent, or \$644,000.

Even though purchases for the quarter declined, October-March cumulative purchases were 19 percent--661,000 cases--above the year-earlier volume. The relative gain in cumulative outlay was greater.

Prune Juice Purchases Hold Steady

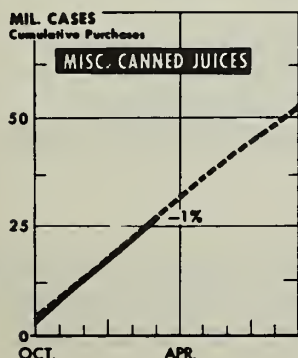


Consumer use of prune juice in January-March remained the same as in the corresponding period in 1965. There was a small increase in the size of purchase per household, but this was offset by a shrinkage in the proportion of families buying. (See tables 5, 16-19 and figs. 7-9.)

Prices paid in January-March were about the same as a year earlier. Hence, expenditures per buying family and total consumer outlay were almost unchanged.

Cumulative purchases for October-March 1965/66 were up 3 percent--160,000 cases--from a year earlier. (See figure in margin.) Cumulative consumer outlay also was up a little.

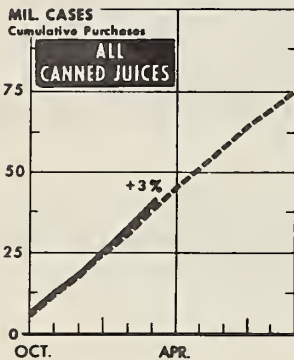
Miscellaneous Canned Juice Purchases Hold Even



January-March purchases of miscellaneous canned juices, such as apple, grape, pineapple, tomato, and blends, changed little from the corresponding period of 1965. A small rise in size of purchase per household was offset by fewer families buying. These noncitrus juices accounted for only 21 percent of the household market for juices and drinks, compared with 23 percent a year earlier. (See tables 5, 16-19 and figs. 7-9.)

Prices paid have been virtually the same for more than a year. Consequently, family and total consumer expenditures also have been about the same.

Slight Rise in Total Canned Juice Movement



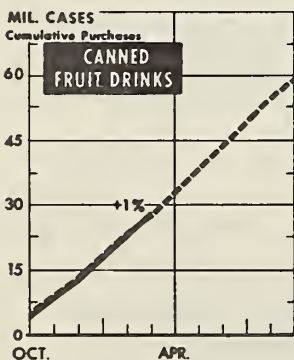
The total quantity of all canned single-strength juices purchased for household use in January-March was up slightly from a year earlier. However, the canned juice share of the household market declined from 33 percent to 31 percent, as a result of sharp increases in the use of frozen concentrated and chilled orange juices. (See tables 11, 16-19 and figs. 7-9.)

Prices paid for canned juices averaged 36.3 cents per 46-ounce can in January-March, a fraction lower than a year earlier. The average family expenditure remained the same, but total consumer outlay increased 2 percent --\$1.2 million--because of the slight increase in number of families buying.

Cumulative purchases for October-March were up 3 percent, or 1.3 million cases. Also, cumulative consumer outlay increased 2 percent, or \$2.1 million.

FRUIT DRINKS ^{1/}

Larger Quantities of Canned Fruit Drinks Bought



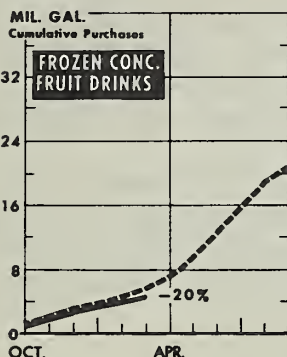
Retail sales of canned single-strength fruit drinks in January-March rose 6 percent--930,000 cases--from the year-earlier volume. The increase was due to a modest rise in the quantity bought per household, since the proportion of families buying remained unchanged. (See tables 12, 15-19 and figs. 7-9.)

Prices paid in January-March dropped 5 percent to 30 cents per 46-ounce can. Thus, expenditures per buying family, as well as total consumer outlay, held steady.

October-March cumulative purchases were just above the year-earlier volume. (See figure in margin.) Even so, cumulative consumer outlay dropped 4 percent--\$3.2 million--since purchase increases were more than offset by price declines.

^{1/} These frozen concentrated and canned single-strength fruit drinks include a wide variety of noncarbonated fruit drinks, ades, and punches; items marketed in glass or cartons are excluded. Fruit drinks differ from fruit juices in that they contain water and other additives.

Slowest Movement of Frozen Fruit Drinks in 3 Years



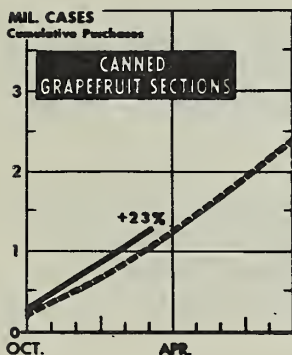
The frozen concentrated fruit drink market has been declining for more than a year. The downtrend continued in January-March 1966, with purchases off 24 percent--609,000 gallons--from a year earlier. This is the lowest volume recorded since the beginning of the series in April 1963. (See tables 12, 15-19 and figs. 7-9.)

Prices per 6-ounce can in January-March averaged 12.6 cents--12 percent below a year earlier. Total consumer outlay declined 33 percent, or \$2.6 million.

Cumulative purchases for October-March were down 20 percent--1.1 million gallons--from a year earlier. Further, cumulative consumer outlay was off 30 percent, or \$5.1 million.

CITRUS SECTIONS AND SALADS

Purchases of Canned Grapefruit Sections Increase



More buyers purchased canned grapefruit sections in January-March 1966 than in the corresponding period a year earlier. In addition, the average size of purchase was modestly larger. As a result, purchases for the quarter were up by 18 percent, or 97,000 cases. (See tables 6, 17-19 and figs. 7-9.)

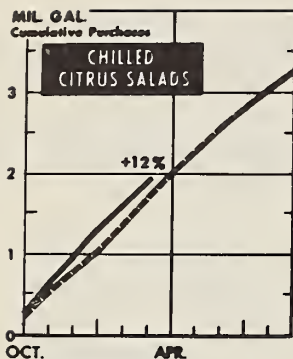
The proportion of households buying increased sharply to 3.4 percent of the Nation's families. Each household enlarged their purchases to 3.2 No. 303 cans per month--a 4-percent increase over a year earlier.

Consumers paid slightly less per can in January-March--the price was down 5 percent to 24.7 cents. However, consumer outlay increased 12 percent--\$521,000--because purchases increased more than prices declined.

October-March cumulative purchases advanced 23 percent--238,000 cases--compared with the same 6 months in 1964/65. Cumulative consumer outlay for the period was up 13 percent, or \$1.1 million.

Smaller Quantities of Chilled Salads and Sections Bought

January-March purchases of chilled citrus salads and sections were slightly lower--down 3 percent, or 26,000 gallons, from a year earlier. The loss in volume was caused by a decline in size of purchase per household to



1.1 quart per month. The proportion of families buying remained the same as a year earlier. (See tables 10 and 17-19.)

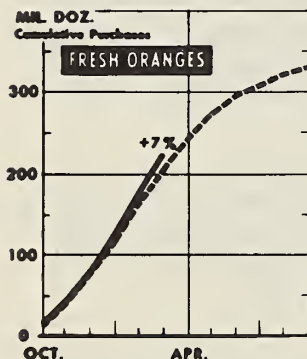
Price paid for a 32-ounce jar dropped from 67.3 cents to 65.7 cents in January-March. The typical buyer spent 93 cents per month, compared with \$1.01 a year earlier. Total consumer outlay declined by 5 percent, or \$130,000.

October-March cumulative purchases rose 12 percent--206,000 gallons--above the corresponding period in 1964/65, as a result of the unusually strong October-December movement. Cumulative consumer outlay rose by 6 percent, or \$298,000.

FRESH ORANGES AND GRAPEFRUIT

New Highs for Fresh Oranges

Consumer purchases of fresh oranges in January-March were the largest in 3 years, and 9 percent above the same period in the preceding year. The increase amounted to 12.2 million dozen. (See tables 13, 17-19 and figs. 7-9.)



The proportion of families buying, and the size of purchase per buying family--2 dozen per month--were both up to 3-year highs.

Prices paid in January-March declined 12 percent to a 3-year low of 53.8 cents per dozen. Expenditures per buying family were off 6 cents to \$1.08 per month. Total consumer outlay also was down slightly.

October-March cumulative purchases increased 7 percent--14.9 million dozen--from the corresponding period in 1964/65. (See figure in margin.) However, cumulative consumer outlay declined 5 percent--\$6.3 million--because of lower prices.

Downturn in Fresh Grapefruit Movement

Consumer purchases of fresh grapefruit for the quarter were off 10 percent from the peak volume of January-March 1965. The loss of 4.3 million dozen was due to a drop from 28 percent to 26 percent in the Nation's families buying, along with a 3 percent decline in the average size of purchase. (See tables 14, 17-19 and figs. 7-9.)

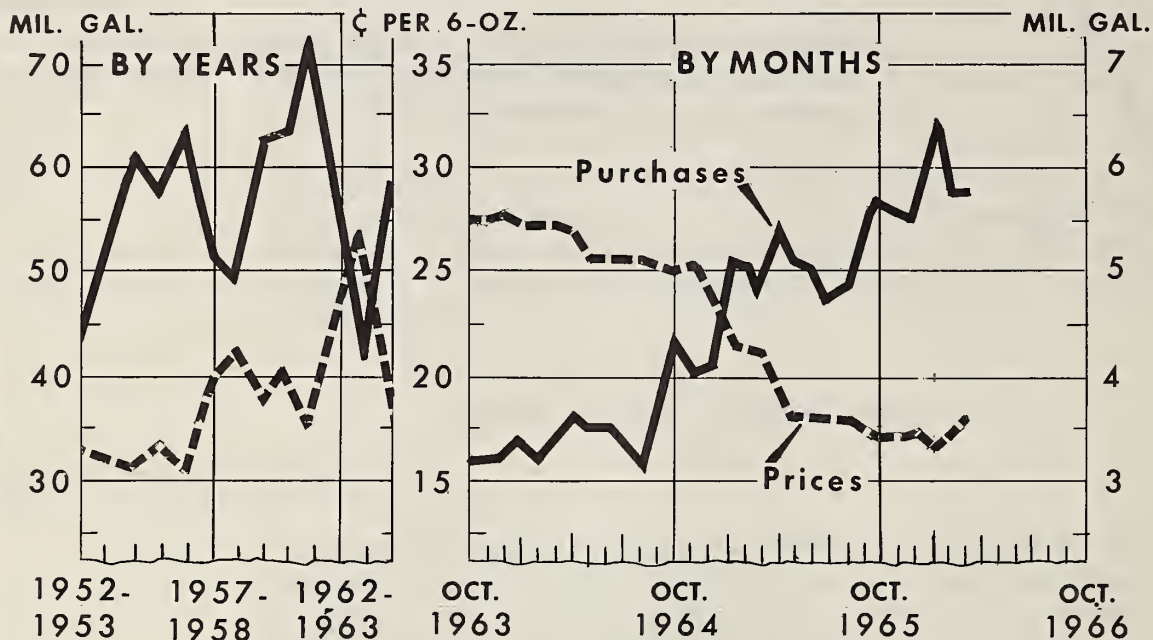


Prices paid per dozen in January-March increased 8 percent to \$1.08. Expenditures per buying family were up 5 cents to 96 cents per month. Even so, total consumer outlay was down slightly since fewer families bought.

Cumulative purchases for October-March were off 5 percent from the corresponding period in 1965. Also, cumulative consumer outlay was down slightly.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U.S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

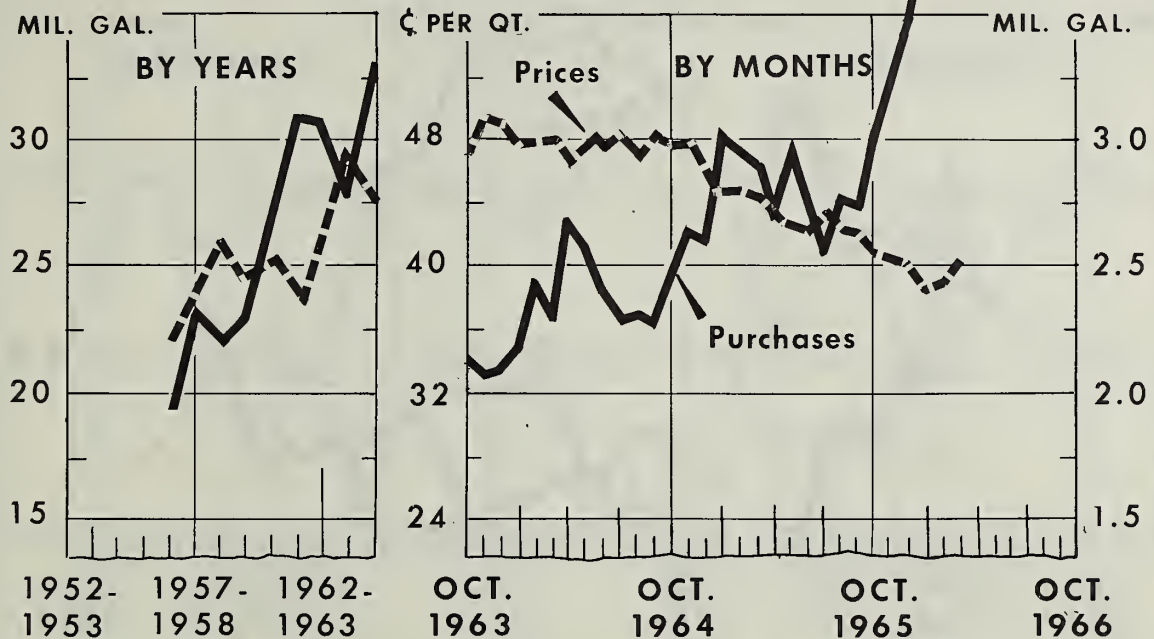
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons.

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	4,369	5,675	23.0	26.0	42.6	47.9	19.7	25.0	17.3
Nov.	4,970	4,090	5,519	23.1	26.2	39.6	46.3	19.9	25.2	17.3
Dec.	4,996	4,163	5,507	23.2	25.4	40.0	48.2	19.6	24.9	17.5
Oct.-Dec.	15,077	12,622	16,701	23.1	25.9	40.7	47.5		25.0	17.4
Jan.	5,312	5,076	6,401	25.3	27.0	44.9	51.9	19.6	22.8	16.7
Feb.	5,207	5,046	5,744	25.8	25.5	43.7	49.6	19.6	21.3	17.1
Mar.	5,172	4,931	5,709	25.5	25.6	43.6	49.0	19.6	21.1	17.8
Jan.-Mar.	15,691	15,053	17,854	25.5	26.0	44.1	50.2		21.7	17.2
Apr.	5,147	5,353		25.6		46.5		19.3	19.7	
May	4,941	5,105		23.5		48.1		19.3	18.1	
June	4,740	5,044		24.0		46.7		19.5	18.0	
Apr.-June	14,828	15,502		24.4		47.1			18.6	
July	4,601	4,801		23.5		45.3		19.6	17.8	
Aug.	4,580	4,936		23.7		46.5		19.8	17.7	
Sept.	5,111	5,596		25.6		48.2		19.6	17.4	
July-Sept.	14,292	15,333		24.3		46.7			17.6	
48-weeks	59,888	58,510		24.3		44.6		19.6	20.5	

^{1/} Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

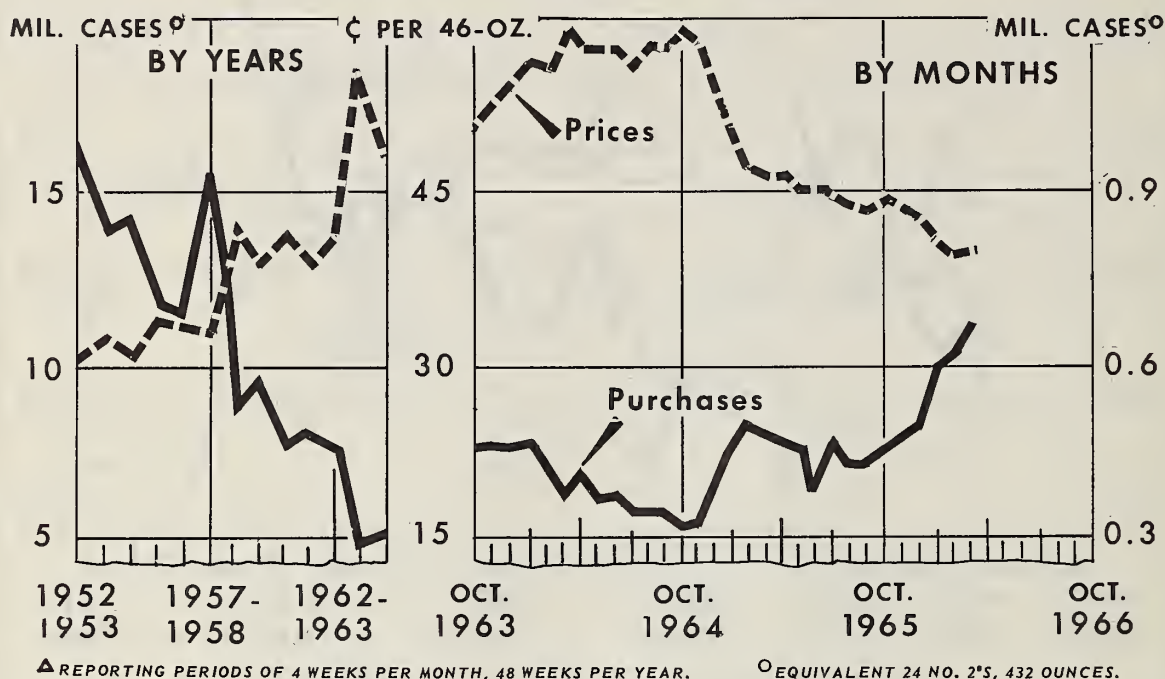
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,475	3,004	5.3	6.6	103.4	99.1	39.7	47.8	40.9
Nov.	2,017	2,627	3,219	5.8	6.8	103.7	105.6	40.2	47.6	40.6
Dec.	1,911	2,604	3,494	5.4	7.1	105.9	107.5	40.0	46.6	40.1
Oct.-Dec.	5,878	7,706	9,717	5.5	6.8	104.3	104.1		47.3	40.5
Jan.	2,098	3,051	3,774	6.8	7.8	98.8	105.8	39.1	45.0	38.2
Feb.	2,288	2,946	4,009	6.7	8.0	97.4	110.5	38.7	45.0	38.8
Mar.	2,267	2,919	4,059	6.4	8.2	98.8	108.2	39.6	44.4	40.1
Jan.-Mar.	6,653	8,916	11,842	6.6	8.0	98.3	108.2		44.8	39.1
Apr.	2,239	2,742		6.1		99.2		39.3	43.2	
May	2,339	2,953		6.2		104.6		38.7	42.6	
June	2,291	2,768		6.2		99.4		38.3	42.3	
Apr.-June	6,869	8,463		6.2		101.1			42.7	
July	2,064	2,541		6.0		93.6		39.1	43.0	
Aug.	1,901	2,752		6.0		101.3		39.6	42.3	
Sept.	1,974	2,712		6.2		95.4		39.6	41.8	
July-Sept.	5,939	8,005		6.1		96.8			42.4	
48-weeks	25,339	33,090		6.1		100.1		39.3	44.3	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid^Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

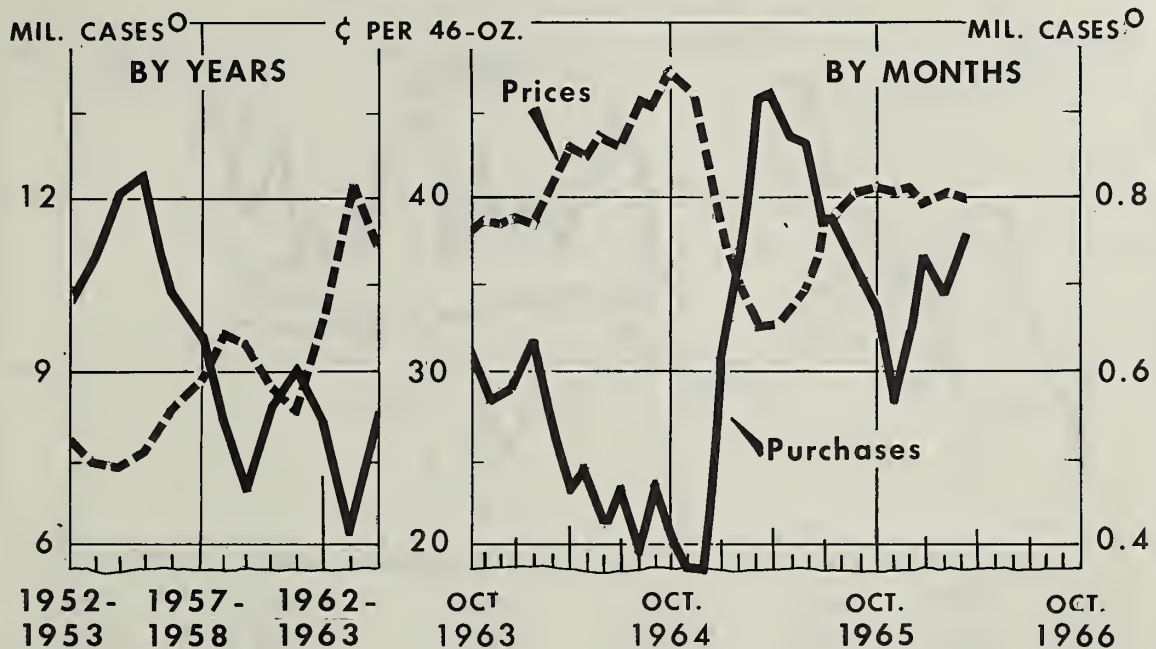
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	323	443	3.0	3.8	82.5	87.3	37.8	58.7	43.9
Nov.	808	327	475	3.4	4.2	76.7	83.9	37.7	57.8	44.4
Dec.	754	392	494	3.8	4.3	77.1	85.6	38.1	53.8	42.8
Oct.-Dec.	2,414	1,042	1,412	3.4	4.1	78.8	85.6		56.6	43.7
Jan.	892	446	607	4.2	4.9	81.8	93.3	37.0	50.6	40.3
Feb.	909	497	626	4.4	5.1	86.3	94.0	37.5	47.0	39.3
Mar.	915	470	667	4.5	5.2	79.8	94.8	37.5	46.2	39.4
Jan.-Mar.	2,716	1,413	1,900	4.4	5.1	82.6	94.0		47.9	39.7
Apr.	881	460		3.9		88.8		37.8	46.3	
May	838	453		3.9		88.7		37.9	45.3	
June	806	396		3.6		83.6		37.7	45.0	
Apr.-June	2,525	1,309		3.8		87.0			45.6	
July	764	451		3.6		93.7		38.5	44.3	
Aug.	708	419		3.7		85.8		39.0	43.9	
Sept.	709	423		3.6		88.9		39.9	43.5	
July-Sept.	2,181	1,293		3.6		89.5			43.9	
48-weeks	9,836	5,057		3.8		84.5		38.0	48.1	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

[○] EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

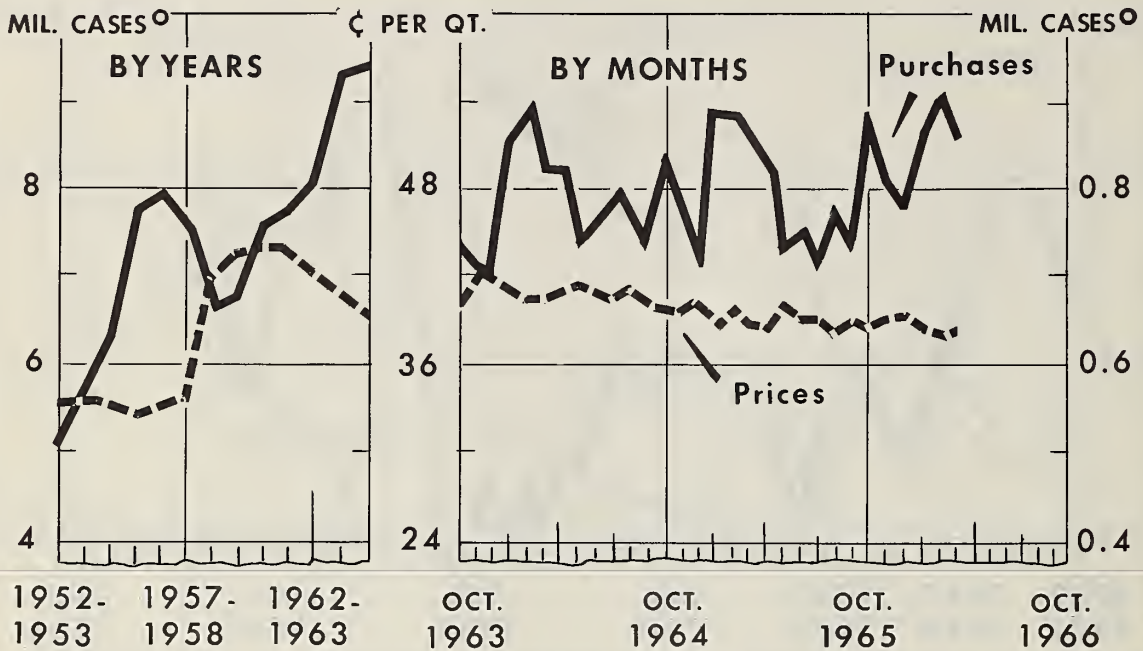
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	404	674	3.3	5.0	93.1	101.5	30.3	47.3	40.7
Nov.	683	379	569	3.5	4.3	82.6	99.4	30.7	46.5	40.4
Dec.	643	371	650	3.4	4.6	83.3	106.5	30.4	44.1	40.6
Oct.-Dec.	2,098	1,154	1,893	3.4	4.6	86.3	102.5		46.0	40.6
Jan.	755	613	739	4.7	5.0	100.7	109.9	30.1	38.8	39.7
Feb.	715	738	689	5.3	5.0	106.8	102.7	30.4	34.9	40.0
Mar.	738	914	759	5.6	5.2	124.3	110.4	30.1	32.5	39.9
Jan.-Mar.	2,208	2,265	2,187	5.2	5.1	110.6	107.7		35.0	39.9
Apr.	793	916		5.8		120.0		29.1	32.7	
May	781	871		6.0		109.0		28.9	33.9	
June	714	862		5.8		113.7		29.2	35.2	
Apr.-June	2,288	2,649		5.9		114.2			33.9	
July	632	768		5.5		106.9		30.3	38.0	
Aug.	683	772		5.1		111.0		29.9	39.2	
Sept.	663	703		5.0		101.4		30.3	40.3	
July-Sept.	1,978	2,243		5.2		106.4			39.1	
48-weeks	8,572	8,311		4.9		104.4		30.0	37.3	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid^Δ



^ΔREPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

[○]EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541 ECONOMIC RESEARCH SERVICE

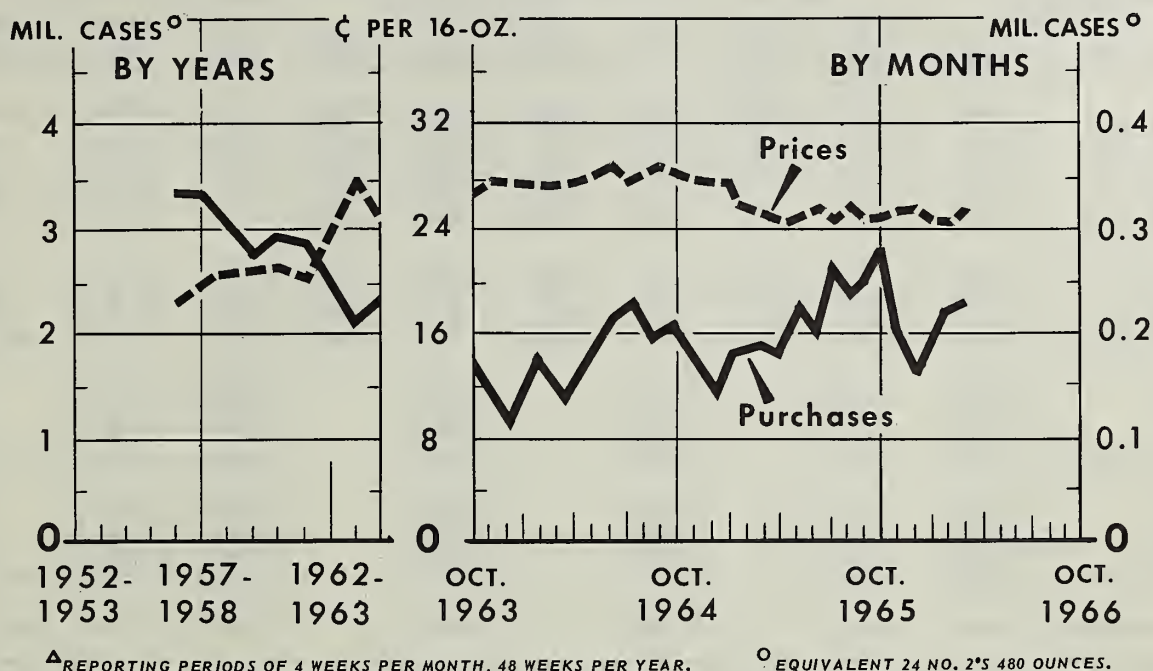
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	Average : 1957-61	1964-1965	1965-1966
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	826	883	8.0	8.1	78.4	82.2	39.9	39.9	38.1
Nov.	598	776	810	7.6	7.6	79.2	80.9	40.5	39.3	38.8
Dec.	599	706	775	7.2	7.4	75.4	79.0	40.8	40.1	39.1
Oct.-Dec.	1,829	2,308	2,468	7.6	7.7	77.7	80.7		39.8	38.6
Jan.	652	893	865	8.5	7.9	80.0	81.0	40.9	38.3	38.5
Feb.	653	890	911	8.2	8.5	81.2	80.0	41.4	39.0	38.0
Mar.	654	856	863	8.5	8.3	76.0	78.6	41.5	38.6	38.2
Jan.-Mar.	1,959	2,639	2,639	8.4	8.2	79.1	79.9		38.6	38.2
Apr.	602	827		7.6		81.9		41.7	38.6	
May	607	737		7.0		80.2		41.8	40.3	
June	600	754		7.2		79.7		41.7	39.5	
Apr.-June	1,809	2,318		7.3		80.6			39.4	
July	571	715		6.8		79.6		41.7	39.5	
Aug.	569	774		7.1		82.3		41.6	38.1	
Sept.	602	745		7.1		79.9		41.7	38.8	
July-Sept.	1,742	2,234		7.0		80.6			38.8	
48-weeks	7,339	9,499		7.6		79.5		41.3	39.1	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid^Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542 ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	201	280	3.6	4.0	47.2	58.2	20.0	28.0	24.4
Nov.	249	161	205	2.6	3.4	52.5	50.5	20.3	27.7	24.8
Dec.	192	146	164	2.5	2.9	48.7	46.9	20.5	27.8	25.1
Oct.-Dec.	752	508	649	2.9	3.4	49.5	51.9		27.8	24.7
Jan.	245	179	194	3.3	3.3	46.0	48.9	20.2	26.4	24.5
Feb.	239	179	216	3.0	3.6	49.4	49.2	20.2	25.9	24.4
Mar.	225	184	229	3.0	3.4	51.5	55.4	20.4	25.5	25.2
Jan.-Mar.	709	542	639	3.1	3.4	49.0	51.2		25.9	24.7
Apr.	227	179		2.9		51.3		20.3	24.8	
May	233	222		3.2		58.5		20.4	24.8	
June	255	201		3.2		51.7		20.5	25.4	
Apr.-June	715	602		3.1		53.8			25.0	
July	264	252		3.4		61.0		20.7	24.6	
Aug.	253	236		3.5		56.1		20.4	25.2	
Sept.	284	247		3.6		56.7		20.4	24.8	
July-Sept.	801	735		3.5		57.9			24.9	
48-weeks	2,977	2,387		3.2		52.6		20.4	25.8	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,041	4,545	4,343	32.6	30.9	105.9	104.0	30.6	31.9	31.3
Nov.	4,619	4,563	4,362	33.8	32.2	102.3	101.0	31.5	32.3	31.6
Dec.	4,705	4,368	4,321	33.0	32.8	100.4	97.5	31.8	32.9	32.5
Oct.-Dec.	14,365	13,476	13,026	33.1	32.0	102.9	100.8	31.3	32.4	31.8
Jan.	5,106	4,661	4,644	34.1	33.9	102.9	102.4	32.0	32.2	31.4
Feb.	5,140	4,622	4,658	34.2	33.3	101.8	104.2	31.8	32.0	31.9
Mar.	4,982	4,736	4,790	35.0	34.2	102.1	104.2	31.9	31.8	32.2
Jan.-Mar.	15,228	14,019	14,092	34.4	33.8	102.3	103.6	31.9	32.0	31.8
Apr.	4,759	4,617		33.8		103.0		33.1	32.0	
May	4,668	4,436		32.6		102.6		32.9	31.9	
June	4,433	4,177		32.1		98.0		32.8	32.3	
Apr.-June	13,860	13,230		32.8		101.2		32.9	32.1	
July	4,328	3,854		30.8		93.4		32.6	32.6	
Aug.	4,256	3,899		30.4		94.9		31.5	32.3	
Sept.	4,220	4,382		31.7		102.5		32.1	31.3	
July-Sept.	12,804	12,135		31.0		96.9		32.1	32.0	
48-weeks	56,257	52,860		32.8		100.8		32.0	32.1	

Table 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1963 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	932	905	906	6.6	6.5	30.6	31.2	20.7	21.1	19.8
Nov.	853	823	865	6.4	6.4	28.9	30.2	21.2	21.7	19.3
Dec.	725	725	846	6.1	6.2	26.8	30.9	21.4	21.8	19.6
Oct.-Dec.	2,510	2,453	2,617	6.4	6.4	28.8	30.8	21.1	21.5	19.6
Jan.	981	976	947	7.4	6.6	29.5	32.0	21.3	20.9	18.7
Feb.	1,007	917	1,081	6.7	7.1	30.7	33.4	21.0	20.8	18.2
Mar.	944	1,033	918	7.4	6.6	31.4	31.1	21.6	20.4	19.2
Jan.-Mar.	2,932	2,926	2,946	7.2	6.8	30.5	32.2	21.3	20.7	18.7
Apr.	1,102	930		6.8		30.8		21.1	20.2	
May	828	952		6.8		31.3		21.5	20.2	
June	834	809		6.2		29.1		21.0	20.0	
Apr.-June	2,764	2,691		6.6		30.4		21.2	20.1	
July	800	823		6.0		30.9		21.1	18.6	
Aug.	832	814		6.2		30.0		20.6	18.7	
Sept.	794	802		6.0		30.2		21.2	19.3	
July-Sept.	2,426	2,439		6.1		30.4		21.0	18.9	
48-weeks	10,632	10,509		6.6		30.0		21.1	20.3	

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1963 to date

Period 1/	Total frozen concentrated juices					Total frozen concentrated drinks				
	Purchases			Prices paid per		Purchases			Prices paid per	
				6-ounce can					6-ounce can	
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents
Oct.	4,170	5,274	6,581	24.3	17.6	1,504	1,225	964	13.9	12.0
Nov.	4,116	4,913	6,384	24.6	17.6	1,077	1,020	799	14.4	12.6
Dec.	3,965	4,888	6,353	24.4	17.8	917	782	754	14.4	12.9
Oct.-Dec.	12,251	15,075	19,318	24.4	17.7	3,498	3,027	2,517	14.2	12.5
Jan.	4,379	6,052	7,348	22.5	17.0	1,201	882	671	14.4	12.8
Feb.	4,290	5,963	6,825	21.2	17.3	1,126	782	636	14.4	12.9
Mar.	4,438	5,964	6,627	21.0	18.0	1,131	915	663	14.4	12.2
Jan.-Mar.	13,107	17,979	20,800	21.6	17.4	3,458	2,579	1,970	14.4	12.6
Apr.	4,751	6,283		19.8		1,545	1,212		12.7	
May	4,400	6,057		18.4		3,247	2,783		10.8	
June	4,385	5,853		18.3		3,360	3,018		10.7	
Apr.-June	13,536	18,193		18.9		8,152	7,013		11.1	
July	4,149	5,624		17.9		4,281	3,212		10.5	
Aug.	4,122	5,750		17.8		2,999	2,922		10.4	
Sept.	4,522	6,398		17.6		2,073	1,767		10.7	
July-Sept.	12,793	17,772		17.8		9,353	7,901		10.5	
48-weeks	51,687	69,019		20.5		24,461	20,520		11.7	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1963 to date 2/

Period 1/	Total purchases			Proportion of		Purchases per		Prices paid per		
				families buying		buying family		32-ounce jar		
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	194	227	278	1.3	1.2	40.3	51.4	77.9	74.2	65.9
Nov.	256	279	332	1.6	1.5	41.6	50.8	68.9	72.7	67.2
Dec.	222	256	384	1.4	1.7	42.6	51.7	71.3	72.1	66.8
Oct.-Dec.	672	762	994	1.4	1.5	41.5	51.3	72.7	72.9	66.7
Jan.	222	290	321	1.4	1.6	48.6	45.4	76.1	68.4	62.7
Feb.	251	314	318	1.5	1.6	48.4	45.2	75.8	66.9	66.2
Mar.	224	323	262	1.6	1.3	46.4	45.6	74.6	66.6	68.3
Jan.-Mar.	697	927	901	1.5	1.5	47.8	45.4	75.5	67.3	65.6
Apr.	280	308		1.5		47.8		74.5	67.2	
May	338	251		1.3		44.9		74.6	66.1	
June	312	299		1.6		44.0		76.2	69.2	
Apr.-June	930	858		1.5		45.6		75.1	67.5	
July	288	253		1.3		44.7		75.5	67.9	
Aug.	260	240		1.0		56.2		75.8	68.6	
Sept.	225	206		1.0		49.4		74.1	66.2	
July-Sept.	773	699		1.1		50.1		75.2	67.6	
48-weeks	3,072	3,246		1.4		46.2		74.6	68.8	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1957-61	1965	1966	1965	1966	1965	1966	1957-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,098	6,343	39.0	39.2	118.5	120.8	---	37.8	36.5
Nov.	6,495	6,045	6,216	40.3	39.9	114.2	116.7	---	37.7	36.5
Dec.	6,152	5,837	6,240	39.1	40.5	113.2	115.0	---	38.0	37.1
Oct.-Dec.	19,379	17,980	18,799	39.5	39.9	115.3	117.5	---	37.8	36.7
Jan.	6,931	6,613	6,855	41.2	42.2	121.3	122.1	---	37.1	36.1
Feb.	6,940	6,747	6,884	41.7	42.1	121.8	122.0	---	36.6	36.4
Mar.	7,015	6,976	7,079	43.3	42.5	122.2	124.0	---	35.8	36.5
Jan.-Mar.	20,886	20,336	20,818	42.1	42.3	121.8	122.7	---	36.5	36.3
Apr.	6,875	6,820		41.6		124.5		---	35.9	
May	6,817	6,497		40.6		121.2		---	36.1	
June	6,454	6,189		39.8		117.8		---	36.5	
Apr.-June	20,146	19,506		40.7		121.2		---	36.2	
July	6,013	5,788		38.0		114.2		---	37.2	
Aug.	5,892	5,864		37.8		115.5		---	37.0	
Sept.	5,995	6,253		39.3		118.2		---	36.0	
July-Sept.	17,900	17,905		38.4		116.0		---	36.7	
48-weeks	78,311	75,727		40.1		118.6		---	36.8	

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1959-61	1965	1966	1965	1966	1965	1966	1959-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	4,723	4,435	23.0	21.1	154.0	156.8	32.0	31.6	30.2
Nov.	2,577	4,222	3,967	21.6	20.3	149.6	146.4	32.8	32.0	30.7
Dec.	2,635	4,263	4,155	22.0	20.7	145.3	149.5	32.3	32.5	31.0
Oct.-Dec.	8,070	13,208	12,557	22.2	20.7	149.6	150.9		32.0	30.6
Jan.	3,235	4,854	4,938	23.0	22.5	158.4	162.8	31.8	31.4	30.1
Feb.	3,362	4,903	4,920	23.4	22.8	158.4	163.2	31.9	31.8	30.0
Mar.	3,408	4,692	5,521	23.1	23.9	154.4	173.1	31.7	31.8	29.9
Jan.-Mar.	10,005	14,449	15,379	23.2	23.1	157.1	166.4		31.7	30.0
Apr.	3,558	4,992		23.4		160.8		31.7	31.2	
May	3,758	5,557		24.6		170.0		31.7	30.4	
June	4,027	5,525		25.1		165.3		31.3	30.2	
Apr.-June	11,343	16,074		24.4		165.4			30.6	
July	4,007	5,568		25.1		166.9		30.8	29.9	
Aug.	3,486	5,276		24.3		163.8		31.1	27.9	
Sept.	3,233	4,586		22.2		156.5		31.5	30.5	
July-Sept.	10,726	15,430		23.9		162.4			29.4	
48-weeks	40,144	59,161		23.4		158.6		31.7	30.9	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,673	13,527	16,556	16.2	18.0	17.7	19.2	62.3	67.1	60.5
Nov.	20,614	22,962	25,270	25.8	27.0	18.8	19.5	59.7	56.4	50.3
Dec.	40,586	41,422	38,840	41.4	36.7	21.2	22.0	55.8	58.7	51.6
Oct.-Dec.	73,873	77,911	80,666	27.8	27.2	19.2	20.2	59.3	59.5	53.0
Jan.	42,660	40,496	45,533	38.7	39.6	22.0	23.8	57.5	59.9	52.2
Feb.	43,928	43,868	47,275	41.2	41.4	22.4	23.7	57.4	61.4	54.8
Mar.	41,937	44,093	47,838	40.7	39.9	22.8	24.8	57.6	61.5	54.2
Jan.-Mar.	128,525	128,457	140,646	40.2	40.3	22.4	24.1	57.5	61.0	53.8
Apr.	35,406	36,822		34.9		22.1		61.2	63.1	
May	28,964	30,349		30.2		21.1		58.3	63.9	
June	21,673	20,502		22.9		18.8		56.3	63.7	
Apr.-June	86,043	87,673		29.3		20.7		58.6	63.5	
July	12,900	13,396		15.2		18.4		61.3	61.6	
Aug.	9,994	11,506		12.6		19.1		61.4	62.8	
Sept.	10,122	11,610		13.6		17.8		64.0	64.0	
July-Sept.	33,016	36,512		13.8		18.4		62.2	62.7	
48-weeks	321,457	330,553		27.8		20.2		58.5	61.5	

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	6,410	4,661	6,516	15.0	20.1	6.6	6.7	117.3	131.6	122.0
Nov.	10,203	10,612	10,196	24.9	24.2	9.0	8.8	110.4	111.0	106.5
Dec.	10,760	11,334	10,757	24.2	22.4	9.9	10.0	109.5	109.7	102.6
Oct.-Dec.	27,373	26,607	27,469	21.4	22.2	8.5	8.5	111.7	114.1	108.6
Jan.	12,880	14,300	13,053	28.3	26.0	10.6	10.4	110.7	100.6	103.8
Feb.	13,057	14,514	13,154	27.6	25.6	11.1	10.6	110.8	98.9	111.0
Mar.	12,027	15,201	13,556	28.6	25.7	11.2	10.9	117.2	100.4	109.7
Jan.-Mar.	37,964	44,015	39,763	28.2	25.8	11.0	10.6	112.8	100.0	108.2
Apr.	8,375	12,464		24.0		10.9		137.0	108.0	
May	4,370	7,203		16.7		9.0		154.2	123.2	
June	2,454	3,437		9.6		7.5		158.6	137.2	
Apr.-June	15,199	23,104		16.8		9.1		145.4	117.1	
July	1,028	1,613		4.6		7.4		155.2	140.5	
Aug.	726	1,059		3.5		6.2		160.5	154.2	
Sept.	559	1,006		3.6		5.9		172.1	155.0	
July-Sept.	2,313	3,678		3.9		6.5		160.9	148.4	
48-weeks	82,849	97,404		17.6		8.8		119.8	109.7	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1963 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases	1964- cases	1965- cases	1966- cases	1964- cases	1965- cases	1966- cases
Monthly															
Oct.	5,547	6,637	8,732	6,876	6,443	6,300	4,630	4,723	4,435	1,598	1,287	1,000	19,401	20,755	+7.0
Nov.	5,504	6,331	8,538	6,338	6,314	6,197	3,990	4,222	3,967	1,329	1,064	1,000	18,196	19,766	+8.6
Dec.	5,486	6,468	8,705	6,270	5,933	6,099	4,224	4,263	4,155	1,023	1,002	1,000	17,687	19,961	+12.9
Oct-Dec.	16,537	19,436	25,975	19,484	18,690	18,596	12,844	13,208	12,557	3,950	3,353	3,000	55,284	60,482	+9.4
Jan.	5,706	7,978	10,049	7,124	6,711	6,631	5,094	4,854	4,938	1,153	892	1,000	20,696	22,510	+8.8
Feb.	5,664	8,088	9,310	7,221	6,599	6,850	5,624	4,903	4,920	1,024	846	1,000	20,614	21,926	+6.4
Mar.	5,739	8,092	9,394	6,925	6,816	6,742	5,471	4,692	5,521	1,210	888	1,000	20,810	22,545	+8.3
Jan-Mar.	17,109	24,158	28,753	21,270	20,126	20,223	16,189	14,449	15,379	3,387	2,626	3,000	62,120	66,981	+7.8
Apr.	5,979	8,531	10,049	6,891	6,546	6,631	5,957	4,992	4,992	1,619	892	1,000	21,688	23,902	+10.3
May	5,842	8,248	9,310	6,383	6,301	6,850	6,213	5,557	5,557	3,796	3,353	3,000	23,902	25,884	+8.3
June	5,712	8,055	9,394	6,177	5,890	6,099	5,980	5,525	5,525	4,135	3,353	3,000	23,605	25,884	+9.6
Apr-June.	17,533	24,834	28,753	19,451	18,737	20,223	18,150	16,074	16,074	9,550	7,594	6,000	69,195	75,668	+9.3
July	5,446	7,661	9,394	6,067	5,544	6,631	6,201	5,568	5,568	4,407	3,353	3,000	23,180	25,884	+12.0
Aug.	5,299	7,855	9,394	6,005	5,638	6,850	5,498	5,276	5,276	4,011	3,353	3,000	22,780	25,884	+13.6
Sept.	5,910	8,561	9,394	5,895	6,077	6,099	4,937	4,586	4,586	2,407	1,000	1,000	21,631	23,902	+10.6
July-Sept.	16,655	24,077	28,753	17,967	17,259	20,223	16,636	15,430	15,430	10,825	7,756	6,000	67,591	75,668	+12.0
Cumulative:															
Oct.	5,547	6,637	8,732	6,876	6,443	6,300	4,630	4,723	4,435	1,598	1,287	1,000	19,401	20,755	+7.0
Nov.	11,051	12,968	17,270	13,214	12,757	12,497	8,620	8,945	8,402	2,927	2,351	2,000	37,597	40,521	+7.8
Dec.	16,537	19,436	25,975	19,484	18,690	18,596	12,844	13,208	12,557	3,950	3,353	3,000	55,284	60,482	+9.4
Jan.	22,243	27,414	36,024	26,608	25,401	25,227	17,938	18,062	17,495	5,103	4,245	4,000	75,980	82,991	+9.2
Feb.	27,907	35,502	45,334	33,829	32,000	32,077	23,562	22,965	22,415	6,127	5,091	5,000	96,594	104,917	+8.6
Mar.	33,646	43,594	54,728	40,754	38,816	38,819	29,033	27,657	27,936	7,337	5,979	5,000	117,404	127,462	+8.6
Apr.	39,625	52,125	64,024	47,645	45,362	45,227	34,990	32,649	32,649	8,956	7,337	7,000	139,092	150,991	+8.6
May	45,467	60,373	74,728	54,028	51,663	51,663	41,203	38,206	38,206	12,752	10,402	10,000	162,994	174,991	+7.4
June	51,179	68,428	84,728	60,205	57,553	57,553	47,183	43,731	43,731	16,887	14,756	14,000	186,599	201,482	+7.4
July	56,625	76,089	92,505	66,272	63,097	63,097	53,384	49,299	49,299	21,294	18,991	18,000	209,779	228,473	+9.0
Aug.	61,924	83,944	100,924	72,277	68,735	68,735	58,882	54,575	54,575	25,305	22,752	22,000	232,559	254,190	+9.5
Sept.	67,834	92,505	110,924	78,172	74,812	74,812	63,819	59,161	59,161	27,712	25,305	25,000	254,190	281,482	+10.9

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4.5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.---Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1964 to date 1/

Month and year 2/	Frozen concentrated juices 3/				Chilled orange juice	Canned single-strength juices					Canned single- strength fruit drinks		Frozen concen- trated fruit drinks 3/	Average all items
	Orange	Misc. 4/	Average			Orange	Grape- fruit	Prune	Misc. 4/	Average	Cents	Cents		
			Cents	Cents										
1964-65														
October	6.2	5.3	6.1	9.0	7.6	6.2	7.5	4.2	4.9		4.1	3.2	5.1	
November	6.3	5.4	6.2	8.9	7.5	6.1	7.4	4.2	4.9		4.2	3.3	5.2	
December	6.2	5.4	6.1	8.7	7.0	5.8	7.5	4.3	5.0		4.2	3.3	5.2	
January	5.7	5.2	5.6	8.4	6.6	5.1	7.2	4.2	4.9		4.1	3.3	5.0	
February	5.3	5.2	5.3	8.4	6.1	4.6	7.3	4.2	4.8		4.2	3.3	4.9	
March	5.3	5.1	5.2	8.3	6.0	4.2	7.2	4.2	4.7		4.2	3.2	4.8	
April	4.9	5.0	4.9	8.1	6.0	4.3	7.2	4.2	4.7		4.1	2.8	4.6	
May	4.5	5.0	4.6	8.0	5.9	4.4	7.6	4.2	4.7		4.0	2.3	4.2	
June	4.5	5.0	4.6	7.9	5.9	4.6	7.4	4.2	4.8		3.9	2.3	4.2	
July	4.4	4.6	4.5	8.1	5.8	5.0	7.4	4.2	4.8		3.9	2.3	4.1	
August	4.4	4.7	4.5	7.9	5.7	5.1	7.1	4.2	4.8		3.6	2.2	4.1	
September	4.4	4.8	4.4	7.8	5.7	5.3	7.3	4.1	4.7		4.0	2.3	4.3	
Season	5.2	5.1	5.2	8.3	6.3	5.1	7.3	4.2	4.8		4.0	2.8	4.6	
1965-66														
October	4.3	5.0	4.4	7.7	5.7	5.3	7.1	4.1	4.8		3.9	2.7	4.4	
November	4.3	4.8	4.4	7.6	5.8	5.3	7.3	4.1	4.8		4.0	2.8	4.5	
December	4.4	4.9	4.4	7.5	5.6	5.3	7.3	4.2	4.8		4.0	2.9	4.6	
January	4.2	4.7	4.2	7.2	5.3	5.2	7.2	4.1	4.7		3.9	2.9	4.4	
February	4.3	4.6	4.3	7.3	5.1	5.2	7.1	4.2	4.8		3.9	2.9	4.5	
March	4.4	4.8	4.5	7.5	5.1	5.2	7.2	4.2	4.8		3.9	2.7	4.5	
April														
May														
June														
July														
August														
September														
Season														

1/ Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. 4/ Includes citrus blends.

Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1964 to date 1/

Month and year 2/	Frozen Concentrated juices		Chilled orange juice	Canned single-strength juices					Canned single- strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Orange : Grapefruit : Prune : Misc. : All												
	Dol.	Dol.		Dol.	Dol.	Dol.	Dol.	Dol.					
1964-65													
October	1.78	1.08	1.54	1.05	.96	.98	.73	.98	1.06	.83	.93	.99	.72
November	1.66	1.05	1.54	.97	.84	.97	.72	.93	1.04	.91	.95	.89	.83
December	1.66	.97	1.54	.90	.80	.95	.72	.93	1.03	.85	.96	1.04	.90
January	1.71	1.03	1.39	.90	.85	.96	.72	.98	1.08	.76	1.04	1.10	.89
February	1.55	1.06	1.37	.88	.81	.99	.71	.97	1.09	.80	1.01	1.15	.91
March	1.53	1.07	1.37	.80	.88	.92	.71	.95	1.07	.82	.97	1.17	.93
April	1.53	1.04	1.34	.89	.85	.99	.72	.97	1.09	.80	1.00	1.16	.98
May	1.45	1.05	1.39	.87	.80	1.01	.71	.95	1.12	.91	.93	1.12	.92
June	1.40	.97	1.32	.82	.87	.98	.69	.93	1.08	.82	.95	1.00	.85
July	1.34	.96	1.26	.90	.88	.98	.66	.92	1.09	.94	.95	.94	.87
August	1.37	.94	1.34	.82	.94	.98	.67	.93	.99	.88	1.21	1.00	.80
September	1.40	.97	1.25	.84	.89	.97	.70	.93	1.04	.88	1.02	.95	.76
Season	1.53	1.02	1.39	.89	.86	.97	.70	.95	1.06	.85	.99	1.04	.86
1965-66													
October	1.38	1.03	1.27	.83	.90	.98	.71	.96	1.03	.89	1.06	.97	.68
November	1.34	.97	1.34	.81	.87	.98	.70	.93	.98	.78	1.07	.81	.78
December	1.41	1.01	1.35	.80	.94	.97	.69	.93	1.01	.74	1.08	.94	.85
January	1.44	1.00	1.26	.82	.95	.97	.70	.96	1.07	.75	.89	1.03	.90
February	1.41	1.01	1.34	.80	.89	.95	.72	.96	1.06	.75	.93	1.09	.98
March	1.45	.99	1.36	.81	.96	.94	.73	.99	1.12	.87	.97	1.12	1.00
April													
May													
June													
July													
August													
September													
Season													

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1964 to date 1/

Month and year 2/	Frozen concentrated juices		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Frozen concen- trated fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges	Fresh grape- fruit	Total
	Orange : Grape- : Prune : Misc. 3/													
	Orange : Misc. 3/	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars
1964-65														
Oct.	23,301	4,074	4,732	1,781	1,795	4,449	13,616	14,016	3,639	1,688	674	9,077	6,134	88,976
Nov.	21,987	3,810	5,002	1,775	1,655	4,117	13,841	12,688	3,125	1,338	811	12,951	11,779	94,879
Dec.	22,114	3,372	4,854	1,981	1,537	3,822	13,496	13,011	2,410	1,218	738	24,315	12,433	105,301
Jan.	24,689	4,352	5,492	2,119	2,334	4,617	14,095	14,314	2,714	1,418	793	24,257	14,386	115,580
Feb.	22,929	4,069	5,303	2,194	2,419	4,686	13,890	14,642	2,409	1,391	840	26,935	14,354	116,061
March	22,196	4,496	5,184	2,039	2,790	4,461	14,144	14,012	2,803	1,408	860	27,117	15,262	116,772
April	22,497	4,008	4,738	2,000	2,813	4,309	13,875	14,627	3,275	1,332	828	23,235	13,461	110,998
May	19,712	4,102	5,032	1,927	2,773	4,010	13,289	15,865	6,397	1,652	664	19,393	8,874	103,690
June	19,369	3,452	4,683	1,674	2,850	4,021	12,670	15,670	6,893	1,532	828	13,060	4,716	91,418
July	18,231	3,266	4,371	1,876	2,741	3,813	11,799	15,635	7,209	1,860	687	8,252	2,266	82,006
Aug.	18,638	3,247	4,656	1,727	2,842	3,981	11,827	13,824	6,461	1,784	659	7,226	1,633	78,505
Sept.	20,772	3,302	4,534	1,728	2,661	3,902	12,881	13,136	4,030	1,838	545	7,430	1,559	78,318
Season	256,435	45,550	58,581	22,821	29,210	50,188	159,423	171,440	51,365	18,459	8,927	203,248	106,857	1,182,504
1965-66														
Oct.	20,944	3,827	4,915	1,826	2,576	4,542	12,766	12,578	2,472	2,050	733	10,016	7,950	87,195
Nov.	20,368	3,561	5,228	1,981	2,159	4,243	12,945	11,437	2,151	1,525	892	12,711	10,859	90,060
Dec.	20,559	3,537	5,604	1,986	2,478	4,091	13,188	12,096	2,072	1,235	1,026	20,041	11,037	98,950
Jan.	22,804	3,778	5,767	2,297	2,755	4,496	13,695	13,959	1,836	1,426	805	23,768	13,549	110,935
Feb.	20,954	4,197	6,222	2,310	2,588	4,673	13,955	13,862	1,753	1,581	842	25,907	14,601	113,445
March	21,679	3,760	6,511	2,468	2,844	4,450	14,485	15,503	1,726	1,731	716	25,928	14,871	116,672
April														
May														
June														
July														
Aug.														
Sept.														
Season														

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48-weeks per season. 3/ Includes citrus blends.

Table 19.--Summary of consumer purchases, single-strength equivalent basis, prices paid, and expenditures for citrus fruit, juices, drinks and other products, January-March 1965 and 1966 1/

Product	Purchases				Prices paid per				Expenditures			
	Volume				6-ounce serving and per dozen fruit				Monthly average			
	Jan.- Mar. 1965	Jan.- Mar. 1966	Change	Share of market	Jan.- Mar. 1965	Jan.- Mar. 1966	Change	per buying family 2/	Jan.- Mar. 1965	Jan.- Mar. 1966	Change	Total

1/Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. 2/ Simple average of monthly expenditures. 3/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1, and concentrated fruit drinks at 4.5 to 1. The latter is an approximation since purchases by concentration, which vary widely by season, are not known. Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

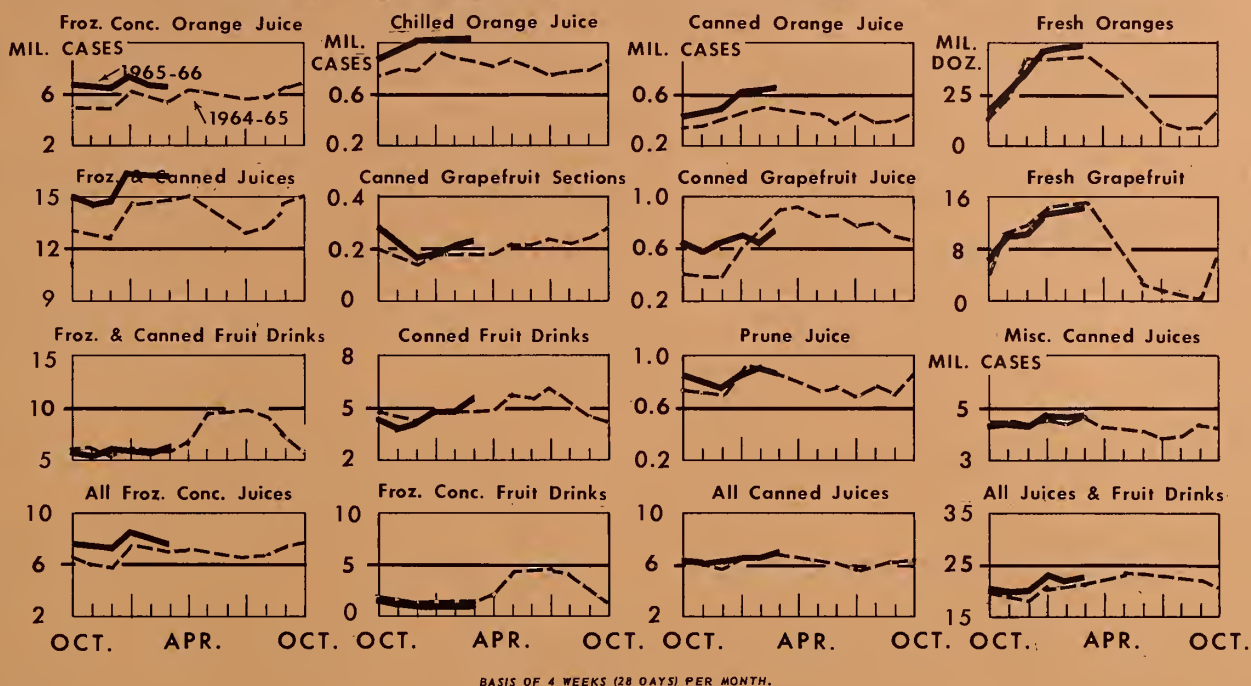


Figure 7

U. S. DEPARTMENT OF AGRICULTURE

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PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

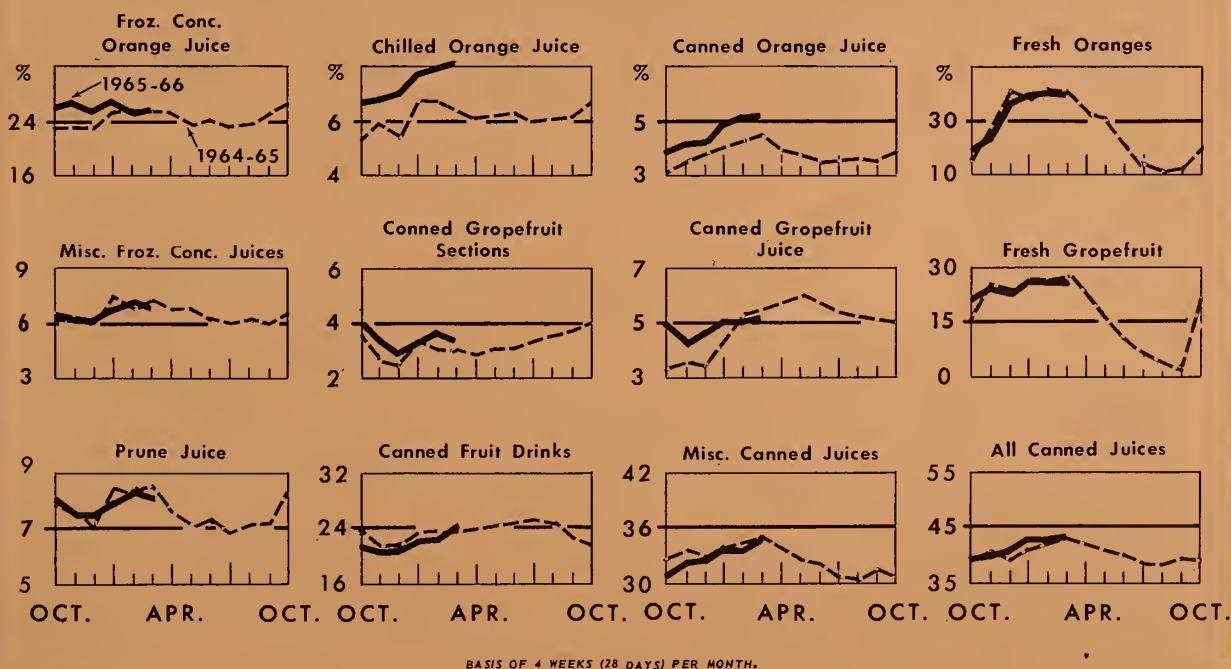


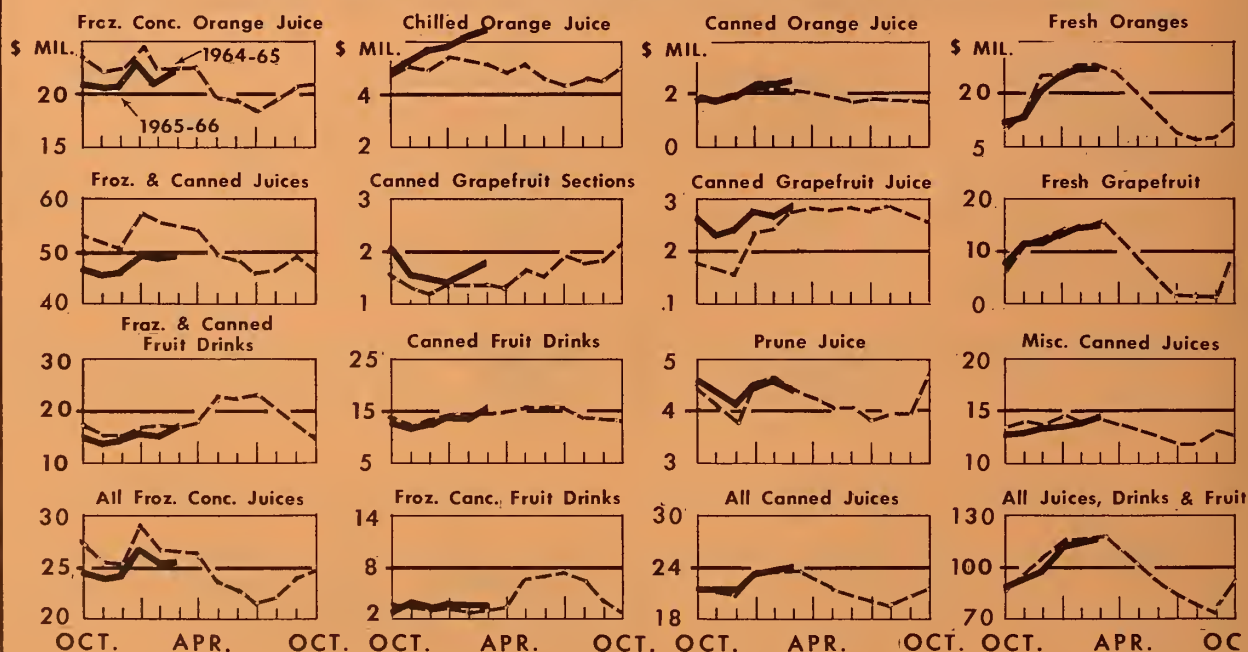
Figure 8

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS*Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit*

BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9